

Million Hearts Region IX Request for Proposals (RFP)

A. Proposal Submission Deadline

- Proposals must be received no later than **March 18, 2013**, at 5:00 p.m. Mountain Standard Time.
- Please submit proposals in Microsoft Word or PDF format to owhapplication@jsi.com or mail to: JSI, ATTN: Jodie Albert, 1725 Blake Street, Suite 400, Denver, Colorado 80202.
- **DO NOT SUBMIT** proposals to the U.S. Department of Health and Human Services (HHS) Office on Women's Health (OWH) or the Regional Offices on Women's Health.
- Please read and follow all instructions prior to preparing and submitting your proposal.
- For help with this RFP, e-mail owhapplication@jsi.com or phone toll-free 1-866-224-3815.

B. Funding Available

Funding is available for activities and events in support of the Million Hearts Initiative Region IX of the Department of Health and Human Services. The purpose of this funding announcement is to seek projects which prevent the number of heart attacks and strokes among women using the Million Hearts Initiative. To learn more about this Initiative as well as heart attack and stroke resources geared towards women visit:

- <http://millionhearts.hhs.gov/index.html>
- <http://womenshealth.gov/heart-health-stroke/>
- <http://www.womenshealth.gov/heartattack/>
- <http://www.nhlbi.nih.gov/educational/hearttruth/>
- <http://www.cdc.gov/about/grand-rounds/archives/2012/February2012.htm>

Region IX will fund up to 8 Projects at a maximum amount of \$2,500 each.

This is a competitive funding process. All proposals will be reviewed by an objective technical review panel. Applicants will be notified by e-mail or mail by April 12, 2013, regarding funding decisions.

C. Who Can Apply

Funding is available to eligible entities located in the four states and six US-Affiliated Pacific Island Jurisdictions located in Region IX. Eligible entities include public and private organizations, community- and faith-based organizations, health professionals' organizations, colleges and universities, community health centers, hospitals, health departments, and tribal and urban Indian organizations located in Arizona, California, Hawaii, Nevada, American Samoa, Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Guam, Republic of the Marshall Islands, and Republic of Palau.

Organizations may submit **only one** proposal for this funding opportunity. Similarly, organizations working together on the same project may only submit one proposal for that project. If more than one proposal is submitted by any one organization, none of the proposals from that organization will be reviewed or considered for funding. An exception will be made for

national organizations with affiliates where individually incorporated affiliates of the same national organization may each submit a proposal for consideration. An exception will also be made for universities with the caveat that different schools within the same university may not submit more than one proposal.

Background

OWH was established in 1991 in the Office of the Assistant Secretary for Health, within the Office of the Secretary. Its mission is to improve the health of American women by advancing and coordinating a comprehensive women's health agenda throughout the U.S. Department of Health and Human Services (HHS). The HHS Office on Women's Health is the government's champion and primary agent for women's health issues, working to redress inequities in research, health care services, and education that have historically placed the health of women at risk. OWH is the Department's focal point for ensuring that women's health policy, practice, and research are mutually informed and effectively integrated within HHS. OWH accomplishes this by collaborating with other federal and non-federal partners on behalf of women and girls. OWH provides leadership to promote equity for women and girls through sex and gender specific approaches.

OWH has staff located in Washington, D.C., and a network of Regional Women's Health Coordinators (RWHCs) located in each of the ten federal regions. The RWHCs coordinate and implement national public health initiatives to promote a greater focus on women's health issues at the regional, state, and local levels. The RWHCs advance the mission of the OWH by administering programs that improve the health of women in communities across the country and by coordinating activities in health care service delivery, research, and public and health professional education. Sensitivity to local, state, and regional needs in women's health is reflected in their work to identify priority health areas, to establish networking relationships, and to implement initiatives addressing regional women's health concerns. For additional information about the RWHCs and the regional offices, please visit <http://www.womenshealth.gov/about-us/who-we-are/regional-offices/#role>.

As part of its strategic plan, OWH continues to fund evidence-based interventions to address gaps in women's health that are not addressed at the national level by any other public or private entity. These interventions focus on health disparities in women's health in which minority status, disabilities, geography, family history, sexual orientation, low socioeconomic status, chronic conditions, and infectious diseases are contributing risk factors.

D. Focus Area

42.7 million women currently live with some form of cardiovascular disease (CVD); 7.5 million are living with coronary heart disease (CHD)¹. Heart disease is the leading cause of death for women in the United States, killing 292,188 women in 2009². The disease accounts for one in every four female deaths. While heart disease is sometimes considered a man's disease, more women than men die of cardiovascular diseases each year. Twenty-three percent of women compared to 18% of men will die within one year of their first recognized heart attack³. These numbers are even more alarming when examined within specific populations.

¹ (Roger, Go, Lloyd-Jones, & Adams R.J., 2011)

² (Kochanek, Q., Murphy, Miniño, & Kung, 2012)

³ (Lloyd-Jones, Brown, & al., 2011)

Heart disease remains the leading cause of death in the United States for adults of all races. This funding opportunity addresses the ABCS of heart disease and stroke prevention:

The ABCS of Heart Disease and Stroke Prevention:

- ✓ Increasing the use of low dose **A**spirin therapy according to recognized prevention guidelines;
- ✓ Preventing and controlling high **B**lood pressure, including reduction of dietary sodium intake;
- ✓ Preventing and controlling high **C**holesterol, including the reduction of trans-fat consumption; and
- ✓ Increasing the number of **S**mokers counseled to quit and referred to the state quit line.

Funding is available for specific events or activities intended to prevent, raise awareness of, and/or respond to the epidemic of heart disease and stroke among women in Region IX.

Proposals for funding may include activities such as the development and implementation of organizational policies regarding screening for heart disease and stroke; the development of organizational practices to provide trauma-informed care to promote recovery and resiliency from heart disease and stroke; and outreach to workplaces and religious institutions on how they can adopt policies that address heart disease and stroke in their respective communities. Other activities may include heart disease and stroke prevention workshops for women; local public health awareness projects; heart disease and stroke specific health fairs; and projects that engage caregivers in prevention programs. Agencies are encouraged to be creative in promoting these prevention programs to include professionals as well as consumers.⁴

Organizations may choose from the provided list of strategies [best/evidenced-based practices] or propose a best/evidence-based strategy targeting the “ABCS” that is consistent with recommendations from the Centers for Disease Control and Prevention (www.cdc.gov/DHDSP/programs/nhdsp_program/docs/ABCS_Guide.pdf); *The Community Guide* (www.thecommunityguide.org/index.html); and/or the National Prevention Strategy (www.healthcare.gov/prevention/nphpphc/strategy/index.html).

Multiple federal websites are available that provide information, fact sheets, materials, and programming ideas regarding heart disease and stroke prevention. You can access them at <http://millionhearts.hhs.gov/index.html>

Additional Resources on heart disease and stroke prevention can be found at <http://oldwayspt.org/programs/african-heritage-health>

Also, please visit <http://www.womenshealth.gov/heart-health-stroke/index.html> for more information about heart health and stroke.

Partnering and collaborations are highly suggested. There are numerous opportunities for being creative and seeking out non-traditional partners.

⁴ (Roger, Go, Lloyd-Jones, & Adams R.J., 2011)

Examples of activities that will not be funded include: research, direct clinical services, lab services and testing kits, and production of media materials such as books, CDs, or DVDs.

The period of performance for projects selected for funding will begin upon receipt of award notification and end by **September 16, 2013**. Final reports must be submitted to JSI by **September 16, 2013**.

E. Payment Process

Awardees will become subcontractors of JSI; therefore, no Catalogue of Federal Domestic Assistance (CFDA) number is associated with these funds. The approved proposal will serve as a contract for required deliverables from awardees.

Awardees will receive their award in one payment. Payment will be processed after the completion of the awardee's activity and within 30 days of receipt and approval of the final report. The final report format will be provided by JSI.

Please Note: Any modifications to a selected proposal must be approved before the proposed project is implemented. To request approval for a modification, please contact JSI at owhapplication@jsi.com. Modifications to a proposed project that are not approved in advance may result in nonpayment.

F. Project Time Frame

Awardees will have until September 16, 2013 to complete their projects, including the submission of the final report.

G. How to Submit a Proposal

- Please submit proposals in Microsoft Word or PDF format to owhapplication@jsi.com or mail to JSI, ATTN: Jodie Albert, 1725 Blake Street, Suite 400, Denver, Colorado 80202. E-mail is the preferred method for proposal submission. Applicants who do not have e-mail may submit proposals via mail. Please note: handwritten proposals will not be accepted.
- Proposals will not be accepted by OWH or the Regional Offices on Women's Health.
- Proposals must be received by JSI via e-mail or mail submission by **March 18, 2013**, at 5:00 p.m. Mountain Time.
- Proposals cannot exceed 6 pages, including Section I-Contact Information. Proposals should be prepared in 12-point Times New Roman font. If the proposal is greater than 6 pages, it will not be considered.
- Proposals must be signed by an official with the authority to commit the organization to a contractual obligation.
- You will receive confirmation of your submission within three days. If you do not receive confirmation, please call 1-866-224-3815.

If you have questions or need assistance, please call 1-866-224-3815.

H. Review Process

Proposals will be reviewed by an objective technical review panel. Successful proposals will be selected on the basis of their relevance to OWH program objectives and the following criteria:

- **Section I. Contact Information (5 points)**
 - All requested contact information should be provided.
- **Section II. Organizational Background (20 points)**
 - Description of organization's mission, history, and services is provided.
 - Description of geographic area and population served is provided.
 - Description of organization's ability to implement project is provided.
- **Section III. Proposed Activity Description (35 points)**
 - Proposed project description is provided.
 - Proposed project goals and objectives are identified.
 - Community need for project is described.
 - Proposed partners and their contributions are described.
 - Proposed target population is described.
 - Project planning tasks and timeline are provided.
 - Deliverables or final product is identified.
- **Section IV. Project Evaluation (20 points)**
 - Performance measures are described and relate to the proposed project goals and objectives.
 - Description of how performance measures will be analyzed and reported is provided.
- **Section V. Budget (20 points)**
 - Budget expenses are accurate and detailed in the table provided.
 - All itemized expenses requesting OWH support are allowable based on the guidelines included on the form.
 - Budget table clearly indicates the project expenses OWH funds will support.
 - Proposed partners' actual and/or in-kind contributions are described.
 - NOTE: JSI reserves the right to request revisions to the budget and/or scope of work of any applicant.

I. Data Disclaimer

All materials submitted regarding this funding announcement become the property of HHS. HHS has the right to use any or all information/materials presented in a proposal, subject to limitations for proprietary or confidential information. Disqualifications or denial of the proposal does not eliminate this right.

It is the responsibility of the awardee to identify proprietary information and request that the information be treated as such. Any additional restrictions on the use or inspection of materials contained within the proposal shall be clearly stated in the proposal itself. The privacy policy for JSI is available at <http://www.jsi.com/JSIInternet/privacy.cfm>.

The HHS privacy policy is available at <http://www.hhs.gov/Privacy.html>.

J. Required Acknowledgement of OWH Support

Event materials supported through these funds must include acknowledgment of support from the **U.S. Department of Health and Human Services Office on Women's Health**. The awardee must also include the following statement on materials distributed at events: "**Funding for this activity was made possible in part by the Department of Health and Human Services (HHS) Office on Women's Health. The views expressed in written materials or publications, and by speakers and moderators at HHS co-sponsored activities, do not necessarily reflect the official policies of the U.S. Department of Health and Human Services; nor does the mention of trade names, commercial practices, or organizations imply endorsement by the U.S. Government.**"

K. Proposal Instructions

- Complete all sections of the proposal:
 - Contact Information (included as Section I)
 - Organizational Background (included as Section II)
 - Proposed Activity/Project Description (included as Section III)
 - Activity/Project Evaluation (included as Section IV)
 - Activity/Project Budget (included as Section V)
- **To be eligible for review, a Proposal must::**
 - Use the current 2013 RFP template
 - Be 6 pages or less
 - Complete all five sections of the RFP, and
 - Be signed by an organizational official with contracting authority

Region IX - Million Hearts Initiative - 2013

Contact Information– Section I

Contact Information:

HHS Region: IX

Organization Name: _____

Mailing Address: _____

City, State, Zip: _____

Executive Director: _____

Project Director: _____

Point of Contact for this Proposal: _____

Phone Number: _____

E-mail Address: _____

Fax Number: _____

Organization's Employer Identification Number
(EIN)/Tax Exempt Number: _____

****Signature of Official with Contracting Authority:** _____

Print Name: _____

**** This is the person with the legal authority to enter into a contractual obligation on behalf of the organization.** For proposals submitted via e-mail, a typed electronic signature with a statement “**this typed signature represents an official signature**” is acceptable.

Organizational Background – Section II

1. Describe your organization's mission, history, and services provided. Include information on your organization's capabilities and qualifications to implement the proposed project.

2. Provide a brief description of the population and geographic area that your organization serves.

Proposed Project Description – Section III

1. What is the proposed project name?
2. What are the purpose, goal(s), and objective(s) of the project? Goals and objectives should be measurable.
3. Describe your proposed project. How will you carry it out? Who are your partners and what will they contribute?
4. Does the proposed project include evidence-based or proven activities or interventions? Will you be replicating an evidence-based model? If yes, please describe. (For information on a wide range of programs and policies that have been found to be effective, please see “The Community Guide” at <http://www.thecommunityguide.org/index.html>.)
5. Describe the community’s need for the project. Use Quick Health Data Online statistics whenever possible (<http://www.healthstatus2020.com/owh/>).
6. Who is the proposed target population for the project? The description of the target population should include but not be limited to:
 - anticipated number of participants
 - race and ethnicity of participants
 - whether the participants are rural, urban, or both
 - age of participants
 - whether the participants are consumers and/or professionals, and whether this is the same population normally served by your organization
7. How many people will be reached by this project? Describe your marketing and outreach plans for reaching your proposed target population.
8. In the table below, provide a timeline and identify responsibilities for **all** activities required to carry out this project. (Add more rows as needed.)

| Activity | Start Date | End Date | Person and Organization Responsible |
|-----------------|-------------------|-----------------|--|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

9. What final product(s) will you submit to JSI at the completion of your project? (e.g., report on proceedings; training curriculum, etc.)

Project Evaluation – Section IV

1. What performance measure(s) will you use, and how will you evaluate the success of your project? Performance measures should be directly related to the goals and objectives described in section III. (Examples of evaluation methods include pre/post-test to measure improved health indicators or questionnaire to measure knowledge gained as a result of this project.) How will the data be analyzed and reported to JSI?

Project Budget- Section V

Funding **will not** be provided for the following:

- capital building projects, overhead, or indirect costs
- equipment to support a Webinar (e.g., purchase of computers)
- food and beverages (including bottled water)
- research, direct clinical services, lab services, and testing kits
- printing and copying over \$1,000
- promotional items (e.g., t-shirts, sunscreen, pens, conference bags)
- creation of books, DVDs, CDs, and other marketing media—this does not include reprinting of DHHS materials
- fundraising activities

Note: Educational materials purchased with this funding must be scientifically-based, medically accurate, and up to date.

Examples of expenses that can be funded include: speaker fees, facility rental, printing and copying up to \$1,000, and equipment rental.

1. Describe the entire budget for the project in the table below. Add or delete rows as needed.

| | Column A | Column B | Column C |
|---|----------------------------------|---|-------------------------------|
| Budget Line Item and Justification | OWH Contribution (\$) | Contribution from Other Sources (\$) (Identify the Source) | Cost (\$) (Column A+B) |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| Total | | | |

2. If your budget for the requested funds includes salaries or staff time, please provide a justification.